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What is claimed as the invention is:

1. A method for advertising enabling electronic content comprising:
providing said electronic content to an executable program adapted to read said
electronic content, said electronic content having associated therewith a user right;
5   determining said user right in said content; and
invoking an executable module attached to said executable program to obtain at
least one electronic advertisement in the event said user right is indicative of a
restricted right.

2. A method as set forth in Claim 1 wherein said invoking step
10 includes:
connecting to a remote advertisement server;
receiving said electronic advertisement; and
presenting said electronic advertisement to a user.

3. A method as set forth in Claim 2 wherein said executable module
15 connects to said server.

4. A method as set forth in Claim 2 wherein said executable module
causes execution of a web browser program to connect to said server.

5. A method as set forth in Claim 2, wherein said advertisement is
presented to said user at least occasionally, but during at least certain other times,
20 no advertisement is presented.

6. A method as set forth in Claim 2 wherein said presenting includes
displaying said advertisement on video user interface.

7.   A method as set forth in Claim 2 wherein said presenting includes playing said advertisement through an audio user interface.

8.   A method as set forth in Claim 2 wherein said advertisement is a sequence of advertisements presented substantially throughout use of said
5   executable program.

9.   A method as set forth in Claim 2 wherein said advertisement is presented at periodic intervals.

10.   A method as set forth in Claim 1 wherein said determining includes: controlling the execution environment of said executable program with a control
10   module such that a call made by said executable program to file access functions to obtain said electronic content is first directed to said control module; determining by said control module said user right, said executable module being invoked by said control module in the event said restricted right is indicated; making said call by said control module;
15   obtaining said content by said control module; and transmitting said content to said executable program through said control module.

11.   A method as set forth in Claim 10 further comprising: encrypting said content; and decrypting said content substantially concurrently with said obtaining step.

20   12.   A method as set forth in Claim 1 wherein said executable program is a media player.

13.   A method as set forth in Claim 1 wherein said executable module is a shared library.

14.   A method as set forth in Claim 1 wherein said call is made to content residing on a computer network.

15.   A method as set forth in Claim 1 wherein said call is made to content provided through a streaming socket connection.

16.   A method for advertising enabling electronic content comprising:
controlling the execution environment of an executable program with a control module such that a call made by said executable program to file access functions to obtain said electronic content is first directed to said control module;
determining by said control module a user right of said electronic content;
invoking by said control module an executable module attached to said executable program to obtain at least one electronic advertisement in the event said restricted right is indicated;
making said call by said control module;
obtaining said electronic content by said control module; and
transmitting said content to said executable program through said control module.

17.   A method as set forth in Claim 16 wherein said invoking step includes:
connecting to a remote advertisement server;
receiving said electronic advertisement; and
presenting said electronic advertisement to a user.

18.   A method as set forth in Claim 17 wherein said executable module connects to said server.

19.   A method as set forth in Claim 17 wherein said executable module causes execution of a web browser program to connect to said server.

20. A method as set forth in Claim 17 wherein said advertisement is presented to said user at least occasionally, but during at least certain other times, no advertisement is presented.

21. A method as set forth in Claim 17 wherein said presenting includes displaying said advertisement on video user interface.

22. A method as set forth in Claim 17 wherein said presenting includes playing said advertisement through an audio user interface.

23. A method as set forth in Claim 17 wherein said advertisement is a sequence of advertisements presented substantially throughout use of said executable program.

24. A method as set forth in Claim 17 wherein said advertisement is presented at periodic intervals.

25. A method as set forth in Claim 16 further comprising:
encrypting said content; and
decrypting said content substantially concurrently with said obtaining step.

26. A method as set forth in Claim 16 wherein said executable program is a media player.

27. A method as set forth in Claim 16 wherein said executable module is a shared library.

28. A method as set forth in Claim 16 wherein said call is made to content residing on a computer network.

29.   A method as set forth in Claim 16 wherein said call is made to content provided through a streaming socket connection.